

**APPROVED
SPECIAL JOINT MEETING
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE /
BEACH REDEVELOPMENT BOARD
MARCH 14, 2016
City Hall
8th Floor Conference Room, 100 North Andrews Avenue
Fort Lauderdale, FL 33301
3:30 PM- 5:30 PM**

BRAB		BID	
Chair Abbate (arr. at 3:35 p.m.)	P	Greater Fort Lauderdale Chamber of Commerce <u>Eduardo Fernandez, Chair</u>	P
Ina Lee, Vice Chair	P	Marriott Courtyard <u>Bill Cunningham, Vice Chair</u> Thomas Miller, Alternate	P
Thomas McManus	A	B Ocean Fort Lauderdale <u>Jean Capps</u> Steven Donahue, Alternate	P
Abby Laughlin	P	Conrad Hotel, CFLB Partnership LLC <u>Martin Wormull</u>	P
Christian Luz	P	The "W" Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> <u>Kristiann Galati, Alternate</u>	P
Judith Scher	A	The Westin Ft. Lauderdale Beach <u>Bruce Roy</u> (arr. at 3:38 p.m.)	P
Tim Schiavone	P	Bahia Mar Glenn Spanier John Hopwood, Alternate	A
Andy Mitchell	P	Ritz Carlton Hotel <u>Greg Cook</u> Monique Soriano, Alternate	P
Shirley Smith	P	Beach Redevelopment Adv. Board <u>Ina Lee</u>	P
Aiton Yaari	P		

Staff

Don Morris, Economic Reinvestment Administrator
Dan Barnett, Wizard Entertainment
Lutecia Florencia, Administrative Aide
Cija Omengebar, Economic Development Aide
Mona Laventure, Prototype, Inc.

**I. Call to Order/Roll Call – Eduardo Fernandez, BID Chairperson
Quorum Anthony Abbate, BRAB Chairperson**

BID Chair Fernandez called the meeting to order at 3:30 p.m.

It was noted there was a quorum at the commencement of the meeting.

Self-introductions were made.

BID Chair Fernandez invited BRAB members to stay after the Joint Meeting if they wish to hear a presentation on a proposal for an event on the beach.

**II. Special Joint Meeting BID/BRAB – Holiday Lights – Donald Morris, AICP,
Beach CRA Manager**

Mr. Morris reviewed the problems experienced with the display and lights this prior year. He said they came to an agreement that the vendor would have a second chance this past year, while holding back \$30,000 from the contract from the previous year. Mr. Morris said the snowman was a huge hit, but they had daily problems with the wind loosening down the holiday lights connected to the pole. There was even a claim against the lighting contractor and the City for a starfish light that fell on a pedestrian. That is when he decided to have the lights removed.

Mr. Morris advised they have one more year on the contract, and they want to look beyond that and consider what to do. Half of the funding for the lighting will disappear in four years with the sunset of the CRA.

Mr. Morris showed photos of some examples of the issues with the lighting. He noted the lights were not designed for winds: the fill material was not porous enough, and the straps broke. Since there were no issues with the display, Mr. Morris wondered if they should consider separating the lighting and the display and have one RFP for the display and one for the lights. He recalled that the cost went from \$132,000 to \$255,000 because the contractor promised there would not be any maintenance issues. BRAB Vice Chair Lee wondered if the City could take over the lighting, but Mr. Morris said it had always been hired out.

Mr. Morris reviewed that the “101” East lamp post cost \$111,000, with an additional \$97,500 for the concrete poles. He commented that he did not think the lights on the

west side brought much value, and recommended focusing on the east side. Mr. Morris said the City is always remembered for the display. Mr. Morris suggested considering variations on the snowman, since they got so much positive feedback on it. It also has the ability to withstand the wind loads.

Mr. Morris relayed that there were still issues when the fabric was removed on the shell lights. They were clearly not designed to withstand 30 mph winds.

Mr. Morris recommended concentrating on the east side for lighting and doing a variation on the snowman. The other focus of discussion should be on the cost.

BID Chair Fernandez confirmed that the snowman cost less than \$50,000. Mr. Morris said that was a good figure, and they rented it. BRAB member Ms. Laughlin was curious if they could buy the snowman, and Mr. Morris said they could, although they would have to consider if they want the same display every year.

Discussion continued on the topic, with the following points being raised:

- Displays on the west and the east competed with each other
- Existing lights on the west side also competed with the holiday lights
- Split out the RFPs between the display and the lighting
- Regarding the contract, it can be terminated
- Focal point at corner of Las Olas and A1A, concentrate money on the Las Olas Corridor for lighting leading up to the focal point
- Have competition between businesses and hotels for holiday lighting if lights are desired along the beach
- Confirmed that the cost for the holiday lights and the ceremony are currently split 50/50 between the BRAB and the BID
- Leasing the lights could be more economical
- Has to be a sustainable plan moving forward
- Is the lighting an appropriate expenditure for the CRA?
- Work with artists from the Art Institute several years ahead of time to design a display
- It is hard for a company out of another city to be onsite every day for three months for maintenance; prefer to work with local companies
- Consider an RFP for the display every year, and get permanent lighting that can be refurbished
 - Lights have to be changed out every year due to the elements
 - Consider lighting year-round that is changed out during the holiday season
- Consider non-electric displays, such as something wrapped around the light poles
- Bidders are allowed to subcontract out the maintenance
- The snowman was disassembled and taken back to the vendor's warehouse
 - They said they will keep it

- The east side of A1A has to have lights because it is too dark on that area of the beach
- Do not need lights on the west side
- Contract out for the best firm for the lighting in the beach environment
- Do the hub display separately
- Have a multi-year contract so as to eliminate going out for bid every year
- Wrap long poles with rope lighting
 - Did that one year on the east side, lit up very well
 - Simple
 - No wind issue
 - Can do them in different or changing colors
 - Do not buy lights unless have ironclad maintenance agreement
- The west side looks better without lights (in the busy area)
- Do not get a custom-made display that has not been tested many times on the beach
- Do not use a company that is far away
- Contract a multi-year deal for the lights and keep lights up for length of contract - just pay for maintenance in second/third year
- Display companies build displays well – have a separate contract for display
 - Could modify or change it every year
- Think about how to move into the Las Olas area when the Oceanside lot is done there – will be great place for decoration environment for the public
- The separate lighting cost was over \$250,000 for one year – 174 light poles on both sides; 101 poles on one side
 - Should be lights that can withstand the elements for that price – use current technology now used in the marine industry
 - Keep labor costs down
- Need to find a sustainable solution
 - Perhaps have LED up lights along the street to light the trees year-round
 - Colors could change according to holiday
 - Work for sophisticated atmosphere
 - Cannot continue spending money on something that is not permanent
- The BID is healthy from a funding standpoint at this time
 - Should be able to continue supporting world-class lighting initiative on the beach
 - BRAB could cover the design portion of the display and then the BID could take over the year-to-year funding
- In the past, the BRAB had proposed something iconic and permanent at the hub
 - The City Commission said the ocean view cannot be improved upon and they said the view needs to be open
- Public artists could come up with a solution that would satisfy the view issue
 - RFPs are not going out to the type of organization that can deliver – need to go to public artists

- Need to look at the overall use of the hub area
 - Friday Night music events have a tent there now

BID Chair Fernandez recapped that most are supportive of splitting the display and lights into separate bids/RFPs. Also, many agreed that the lighting should be simple, on the east side, perhaps wrapping the poles. A short-term solution is needed parallel to the long-term idea of lights that can change with the seasons/holidays.

BID Chair Fernandez proposed a simple approach for the poles short-term and a parallel track to look into the permanent, art, lighting technology, and then the display every year separate.

Motion made by BRAB Vice Chair Lee, seconded by BID member Cook,

1. To recommend to the City of Fort Lauderdale that they terminate the existing contract;
2. That the Boards want two RFPs: one for lighting on the east side, from the Las Olas Bridge to the beach;
3. And one RFP for the display at the hub.

BRAB Chair Abbate advised that they consider a more sustainable solution as a process that is put in place by the time the CRA sunsets and have it constructed in line with the improvements that are planned for AIA and Las Olas. He suggested a time limit for the temporary solution so a multi-year contract could be negotiated that terminates in time for construction.

BRAB member Yaari wondered if they could write a check for \$.5 million, and Mr. Morris replied that they would budget every year for a multi-year contract. Mr. Yaari thought they could get something great if they could use those funds at one time, and Mr. Morris said they could do that if so desired.

BRAB member Schiavone wanted to get something in place for 2017 at this meeting. By the middle of 2017, there should be a plan for a sophisticated investment using the remaining three years of funding at that point. Mr. Morris stated that if they came up with a plan, they would budget it and get it all at once.

BID member Cook the motion he seconded was for one year. Mr. Morris advised that construction will not happen in the next year for the Las Olas hub. The parking garage will be the first phase of construction, targeted for completion by November.

BRAB Vice Chair Lee clarified that her motion would be for one year.

In a voice vote, the motion passed unanimously.

BRAB Vice Chair Lee updated the Boards on a meeting with Dr. Elizabeth Mandell (Fish & Wildlife) regarding turtles. Anything done on the beach with lighting has to be in accord with what Fish & Wildlife prescribes. Ms. Lee related that Dr. Mandell experienced the lack of light on the beach first hand at night and recognized the problem. She said permanent downward lights could be attached on the light poles down to the Wave wall - perhaps a second tier of lights closer to where people are walking. BRAB Vice Chair Lee believed that the wrapped lights would not be approved by Fish & Wildlife. Dr. Mandell brought up the possibility of relocating the turtle nests.

BRAB Chair Abbate thought the BRAB should work in collaboration with the BID to devise a plan leading toward an RFP for public art commission that would include qualified public artists that have track records. They should have professional engineers and designers on their team to address all relevant issues and pursue a permanent installation in a public art commission for the lighting on A1A and some sort of icon element at the termination of Las Olas and A1A. BRAB Chair Abbate explained that a professional public artist is someone who has a track record of doing public art (lighting, sound, water, stone, etc.).

Motion made by BRAB Chair Abbate, seconded by BRAB member Laughlin, to work together to develop an RFP for public art commission for the lighting along A1A and for the icon feature at the end of Las Olas and A1A. In a voice vote, the motion passed unanimously.

BID Chair Fernandez opened the floor to public comment at 4:26 p.m.

Art Seitz, Fort Lauderdale resident since 1972 and former BRAB member, said the CRA has been using its money as a "slush fund." He spoke about the Aquatic Center, wanted to know what would be done about the wasting of money, and called for a for an investigation. BID Chair Fernandez asked Mr. Seitz to restrict his comments to lighting.

Kristin Maus, commented on the renovation of the public beach restroom discussed at the previous BRAB meeting. She wanted to see the restroom painted something other than beige, making it blend in instead of stand out.

BID Chair Fernandez closed the floor to public comment at 4:31 p.m.

III. Close Joint Meeting – Eduardo Fernandez, BID Chairperson Anthony Abbate, BRAB Chairperson

Motion made by BRAB Vice Chair Lee, seconded by BRAB member Yaari, to adjourn the joint BRAB/BID meeting at 4:32 p.m. In a voice vote, the motion passed unanimously.

IV. Open BID Meeting - Eduardo Fernandez, BID Chairperson

V. Call to Order/Roll Call - Eduardo Fernandez, BID Chairperson

BID Chair Fernandez called the BID meeting to order at 4:33 p.m.

All were present except Glenn Spanier. It was noted there was a quorum at the commencement of the meeting.

**VI. Approval of BID Minutes – Eduardo Fernandez, BID Chairperson
February 8, 2016**

Motion made by Ms. Lee, seconded by Ms. Capps, to approve the minutes of the February 8, 2016, meeting with the following corrections:

- p. 2, paragraph 3, second sentence: “but the BRAB does not” should be “but the BID does not”
- p. 3, paragraph 1, fourth sentence, should read: “Ms. Lee said that Ms. Butler advised her that Starmark would have to get a release from the CVB to be able to do business with the BID.”

In a voice vote, the motion passed unanimously.

VII. BID Manager Update – Dan Barnett, BID Manager

Mr. Barnett said that Von Freeman and Doug Abernethy from Entercom presented a concept to him, Chair Fernandez, and Mr. Morris.

Mr. Freeman, Entercom Radio, 20450 NW 2, Miami, stated that Entercom owns 101.5FM, 102.7FM, 104.3FM, and 790AM. He said they have a lot of experience with concerts, art, and food. They can drive many people to events. Mr. Freeman said they hope to do something on the beach in Fort Lauderdale similar to what they have done in other markets.

Mr. Freeman gave a PowerPoint presentation on his proposal, the Fort Lauderdale Beach Mumbo Jumbo, which would be the first weekend in December featuring a star-studded line-up. The event would include food, music, and promotion nationwide via Entercom. The presentation covered their history/experience, platforms, concept, giveaways, possible entertainers, carnival atmosphere at A1A for family, marketing tactics, and digital streaming. Mr. Freeman distributed handouts on the promotional giveaway.

Mr. Barnett mentioned that the ticket cost would be more friendly than Tortuga. Mr. Abernethy said they can get the entertainers at a much lower cost due to their relationships with the music industry, and they would want to pass that savings on to the consumer. Their target age group is 25-54. The alternative music would appeal to the

18-49 year age group; pop music would be the 35-45; the second day would probably be 35-64 years old.

Mr. Cook believed if they had Coldplay, they would sell out the hotels in about 30 minutes, while Cyndi Lauper would attract a more local audience. Before committing money to the event, he wanted to know if they would have an artist with an international draw. Mr. Abernethy replied they would like a "hot band," but could not guarantee Coldplay. Mr. Freeman did not think they wanted to start at that level, but rather work towards that. He also said an artist could break their song on the radio in conjunction with the event.

Mr. Barnett advised that the purpose of this presentation was to see if the BID had enough interest for Entercom to go forward with a funding application.

Ms. Capps asked about the lead time on setup, and Mr. Freeman said they would be good with March for the December event. As for actual setup of the stage, Mr. Abernethy said they would subcontract out the stage setup, and it would take seven days at the most.

Mr. Yaari mentioned that the ability of people to go in and out of the show is a major component, and Mr. Freeman said they have not planned out that far. Mr. Yaari also recommended a two-way commitment with a long-term contract. Mr. Abernethy said they are also looking for a long-term commitment.

Mr. Freeman spoke about one of their events, the Jingle Ball, which occurs in Los Angeles. Mr. Abernethy commented about the timing of new music releases and said the holidays could make for great timing.

Ms. Galati expressed concern about having to house the bands and absorb the costs. Mr. Freeman said they have excellent relationships with many hotels that would be helpful when it comes to housing the bands. Chair Fernandez commented that most of the BID members have not been housing the bands for Tortuga. Mr. Abernethy said they can work out the comps with the record label and the hotels, such as Hard Rock. Mr. Freeman added they could offer an acoustic show in a lounge for the VIPs at the hotel.

Ms. Lee suggested that the Mumbo Jumbo could be one of the sanctioned events of Winterfest, tying in with their marketing. She noted that Winterfest has been missing a major sanctioned event on Fort Lauderdale Beach. Mr. Freeman said they had talked with the Winterfest people about taking over Mumbo Jumbo.

Mr. Schiavone verified that they are looking for a general expression of support rather than specifics at this point.

Mr. Freeman advised they will be doing a show on December 3, 2016, and it is just a matter of where.

Mr. Abernethy stated that the event will cost in excess of \$1 million. The bands alone could cost \$600,000 - \$700,000. Mr. Schiavone advised them to have a reliable estimate, so that the amount does not go way up after the commitment is made.

Chair Fernandez stated that Entercom was aware that the BID had been pursuing a second world-class event like Tortuga, which did not happen. In addition, the timing (early December) was attractive. He told them the BID was ready to support an event. They were also informed about the \$2.00 surcharge on the tickets that would have been sold for the Tortuga event.

Mr. Abernethy commented they would be promoting the event all over the country.

Chair Fernandez allowed a comment from the floor.

Kristin Maus wondered how many days and what time of day the event would be. Mr. Abernethy answered it would start late Friday afternoon into the evening with private showcases. On Saturday, the gates would open at 10:00 a.m. and the first band would go off at noon (bands would perform for about 40 minutes each). It would end around 10:00 or 11:00 p.m.

Ms. Maus said that a proposed structure for the beach area (recommended by the BRAB) would cast a shadow on the beach area in the afternoon. She showed photos.

Chair Fernandez advised Ms. Maus that this was not a BRAB meeting, but the BID is aware of the condition.

Mr. Abernethy stated that Entercom is the fourth largest radio group in America and would commit for the long haul.

Chair Fernandez suggested that Entercom proceed with an application.

Chair Fernandez asked Mr. Barnett to continue his report, noting that he had seen a banner on a light pole on the east side that reflected the amber light, which lightened up the area considerably. He thought they might work with the City and others to have banners on the poles year-round.

Mr. Barnett suggested they put up the banners and wait for the "turtle people" to talk to them about the reflections. Chair Fernandez pointed out they would not be altering lighting, but would be promoting events on the beach via the banners. He wanted to look into the opportunity and once some monetary figures are available, bring it back to the BID for discussion.

Mr. Morris pointed out that usually the banners are for City-sponsored events, and Ms. Omengebar said the banners could be up for a year if they have a special provision. It was noted that light colors look white at night.

By consensus, the Board agreed to direct Mr. Barnett to bring some ideas on banners to the Board at the next meeting.

Mr. Barnett reported he had several meetings with Ms. Butler from the CVB, and there will be a complete proposal at the April meeting.

Mr. Barnett said Food & Beverage is going well, and he asked if the BID wanted to buy sky banners for \$600 for a two-hour pull. He felt the hanging banners were adequate. Most thought that was expensive, and the hanging banners are doing a good job.

Mr. Barnett reported that the utility wraps are now 100% finished.

VIII. Communications to the City Commission – none

IX. Old/New Business

Mr. Cook wondered when the marketing would begin for the Air Show. Chair Fernandez responded that he has been unable to get a response from Brian Lilly. Mr. Barnett offered to reach out to him about when they will begin promoting. He would ask him to send a one-page review of the marketing strategy and a schedule, and he would forward that to the BID members.

Motion made by Chair Fernandez, seconded by Mr. Cook, to adjourn the meeting at 5:14 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Attachments:

Photos of examples of holiday lights – Donald Morris

PowerPoint presentation on Fort Lauderdale Beach Mumbo Jumbo – Von Freeman, Entercom Radio

Handouts on a promotional giveaway – Von Freeman, Entercom Radio